

## ANNEXURE-XII

### OVERALL FINDINGS OF THE RESEARCH STUDY

| Result of $\chi^2$ test at 5 percent level of significance                |     |        |                           |                |
|---|-----|--------|---------------------------|----------------|
| EXPERIENCE ON PROBLEMS FACED BY FEMALE INTERNET USERS IN USE OF INTERNET  |     |        |                           |                |
|   | Age | Income | Educational Qualification | Marital Status |
| problem of disconnection  | S   | NS     | S                         | S              |
| Computer gets hang up frequently  | S   | NS     | S                         | S              |
| problem of downloading  | S   | NS     | S                         | S              |
| problem of virus  | S   | S      | S                         | NS             |
| problem of speed in Internet  | S   | S      | S                         | S              |
| problem of expiry of websites   | S   | NS     | S                         | NS             |
| problem of expiry of web Pages  | S   | NS     | S                         | NS             |
| problem of website out look   | S   | NS     | S                         | S              |
| Information on websites are not updated                                   | S   | NS     | S                         | NS             |
| Ad banners on web pages causes disturbances to me                         | S   | NS     | S                         | NS             |
| I do not get necessary guidelines & support while surfing on Internet     | S   | NS     | S                         | NS             |
| problem of hacking of user account  | NS  | NS     | NS                        | NS             |
| OPINION TOWARDS INTERNET  |     |        |                           |                |
| Internet is ocean of knowledge  | S   | NS     | S                         | NS             |
| Internet increases my level of awareness                                  | S   | NS     | S                         | NS             |
| Internet is vital to my job   | S   | NS     | S                         | S              |
| Internet is vital to my life  | S   | NS     | S                         | S              |
| Internet helps me to achieve a balance between my life at work and home   | S   | NS     | S                         | NS             |
| Internet is helpful in getting information                                | S   | NS     | S                         | NS             |
| Internet increases level of confidence                                    | S   | NS     | S                         | S              |
| It is difficult to imagine life without the Internet                      | S   | S      | S                         | NS             |
| Internet is the best way of Communication                                 | S   | NS     | S                         | NS             |
| Internet is essential to communicate with my family and friends           | S   | NS     | S                         | NS             |
| I trust the news I read on the Internet.                                  | S   | S      | S                         | S              |
| Internet reduces the distance barriers for us                             | NS  | S      | S                         | NS             |
| Internet saves time   | S   | NS     | S                         | NS             |
| Internet is reliable  | S   | NS     | S                         | NS             |
| Internet is available 24*7 & 365 days                                     | NS  | NS     | S                         | NS             |
| Work done on Internet is fully secured                                    | S   | NS     | S                         | S              |
| Internet is simple to use   | S   | NS     | S                         | NS             |
| Internet is easy to use   | S   | NS     | S                         | S              |
| Internet is economical to use   | S   | S      | S                         | NS             |
| Use of Internet is waste of time  | S   | NS     | S                         | NS             |
| Use of Internet is waste of money   | S   | NS     | S                         | NS             |
| Internet ruins an individual  | S   | NS     | S                         | NS             |
| OPINION TOWARDS INFORMATION TECHNOLOGY                                    |     |        |                           |                |
| Information Technology is an essential part of my life                    | S   | NS     | S                         | S              |
| Information Technology brings fun to my life                              | NS  | NS     | S                         | S              |
| I am dependent on Information Technology                                  | S   | NS     | S                         | S              |
| Information Technology makes life better                                  | NS  | NS     | S                         | NS             |
| Information Technology changes so fast that it is hard to keep up with it | S   | NS     | S                         | S              |
| I cannot imagine life without computers                                   | S   | S      | S                         | S              |
| Awareness of computer has become important for children also              | NS  | NS     | S                         | NS             |

| OPINION TOWARDS SELF-PERCEPTION  |     |        |                           |                |
|--|-----|--------|---------------------------|----------------|
|  | Age | Income | Educational Qualification | Marital Status |
| I am happy with who I am   | S   | S      | S                         | NS             |
| I try to improve myself  | S   | S      | S                         | NS             |
| The future offers more and new possibilities                                     | NS  | S      | S                         | NS             |
| I am good at what I do   | S   | NS     | S                         | S              |
| I am in excellent physical condition   | S   | S      | S                         | S              |
| I enjoy a good family life   | S   | S      | NS                        | S              |
| I am in control of my life   | S   | S      | S                         | S              |
| I am satisfied with my life  | S   | S      | S                         | S              |
| I try to avoid surprises in life   | S   | NS     | S                         | S              |
| I rarely look back on the past; the present and future are more important        | S   | S      | S                         | S              |
| Mental growth is more important to me than material growth                       | S   | S      | S                         | NS             |
| I feel confident in my ability to be successful                                  | S   | S      | S                         | NS             |
| I am a goal-oriented person  | S   | S      | S                         | S              |
| I am a self-centered person  | S   | S      | S                         | S              |
| I enjoy taking risks   | S   | S      | S                         | S              |
| I believe that I am influential in my community                                  | S   | S      | S                         | S              |
| I consider myself to be an innovator   | S   | S      | S                         | S              |
| Many times I try to do more than one thing at the same time                      | S   | S      | S                         | S              |
| If I do not write something down, I forget that easily                           | S   | S      | S                         | S              |
| I need to manage my time more efficiently  | S   | S      | S                         | S              |
| I am able to afford the things that are important to me                          | S   | S      | NS                        | S              |
| OPINION TOWARDS STATUS - CONSCIOUSNESS   |     |        |                           |                |
| Many times I buy those things which I cannot really afford                       | S   | S      | S                         | S              |
| I believe price is the best indicator of quality                                 | S   | S      | S                         | S              |
| Having upscale, luxury items makes me feel better about myself                   | S   | S      | S                         | S              |
| I use to buy expensive clothing  | S   | S      | S                         | S              |
| I like going on expensive vacations  | S   | S      | S                         | S              |
| I like having expensive jewelry/watches  | S   | S      | S                         | S              |
| I like dining at "in" restaurants  | S   | S      | S                         | NS             |
| I like shopping at prestigious stores  | S   | S      | NS                        | S              |
| I like to be tidy and attractive   | S   | S      | S                         | NS             |
| SOCIAL OPINION   |     |        |                           |                |
| I can make a difference in protecting the environment                            | S   | S      | S                         | S              |
| I am willing to spend more money on environmentally friendly products            | S   | S      | S                         | NS             |
| I have confidence in the economy of India  | S   | S      | S                         | S              |
| It is becoming difficult to stay in touch with my friends and family             | S   | NS     | S                         | S              |
| I prefer products made in my own country   | S   | S      | S                         | NS             |
| I believe movies and TV present violence as an acceptable part of society        | S   | NS     | S                         | S              |
| I believe that the media provide me with a fair report of current events         | S   | NS     | S                         | S              |
| I distrust companies that make a lot of noise about their caring social attitude | S   | S      | S                         | S              |
| My lifestyle revolves around my child(ren)'s activities                          | S   | S      | S                         | S              |

| OPINION TOWARDS SHOPPING                                      |     |        |                           |                |
|---|-----|--------|---------------------------|----------------|
|   | Age | Income | Educational Qualification | Marital Status |
| I prefer to get all my shopping done in one large supermarket | S   | S      | S                         | S              |
| I often switch brands because of bargains/special offers      | S   | S      | S                         | S              |
| I like try/taste samples of products demonstrated             | S   | S      | S                         | S              |
| I will go out of my way to shop where I can save money        | S   | S      | S                         | S              |
| Supermarket private label offer same quality as known brands  | S   | S      | S                         | S              |
| I enjoy trying new products even if I'm not sure I'll like it | S   | S      | S                         | NS             |
| OPINION TOWARDS FOOD SHOPPING                                 |     |        |                           |                |
| I always try to buy fat-free/low fat version of a product     | S   | S      | S                         | S              |
| Worth paying a little more for higher quality food products   | S   | S      | S                         | S              |
| Once I found a brand I like, I stick with it                  | S   | S      | S                         | NS             |
| I look for nutritionally fortified food products              | S   | S      | S                         | S              |
| I often use the nutritional labels on food to help me select. | S   | S      | S                         | S              |
| I often buy items thought of as organic foods                 | S   | S      | S                         | S              |
| I prefer to buy food items that help me manage my weight      | S   | S      | S                         | S              |
| I want to buy what my kids ask for                            | S   | S      | S                         | NS             |
| I look for food products my kids can fix themselves           | S   | S      | S                         | S              |
| I look for certain foods solely for health reasons            | S   | S      | S                         | NS             |